

20 Rec'd PCT/PTO 29 JUN 2005

CLAIMS

1. (Amended) A thin design display apparatus comprising:
a thin type display unit having a removable fitting part;
and

5 a stand/pillar structure having an insert space,
wherein the thin type display unit is supported by the
stand/pillar structure, by inserting the removable fitting
part into the insert space, and

10 wherein the removable fitting part whose one end is
connected to the display unit by means of a rotatable rotational
part can be pulled out from the stand/pillar structure.

2. (Amended) A thin design display apparatus comprising:
a thin type display unit having a removable fitting part;
15 and

a stand/pillar structure having an insert space,
wherein the thin type display unit is supported by the
stand/pillar structure, by inserting the removable fitting
part into the insert space,

20 wherein the display unit includes a grip handle which
can be gripped,

wherein the removable fitting part of the display unit
can be pulled out from the stand/pillar structure; and

25 wherein an anti removal device for preventing removal
of the removable fitting part and a removal prevention

releasing device for canceling the removal prevention against the removable fitting part by the anti removal device are included.

5 3. (Amended) A thin design display apparatus comprising:
 a thin type display unit having a removable fitting part;
 and
 a stand/pillar structure having an insert space,
 wherein the thin type display unit is supported by the
10 stand/pillar structure, by inserting the removable fitting
 part into the insert space,
 wherein the removable fitting part of the display unit
 can be pulled out from the stand/pillar structure, and
 wherein a front end of the removable fitting part with
15 respect to an insertion direction is formed with an elastic
 member.

 4. (Amended) A thin design display apparatus comprising:
 a thin type display unit having a removable fitting part;
20 and
 a stand/pillar structure having an insert space,
 wherein the thin type display unit is supported by the
 stand/pillar structure, by inserting the removable fitting
 part into the insert space,
25 wherein the removable fitting part of the display unit

can be pulled out from the stand/pillar structure, and

wherein one of the removable fitting part and the insert
space of the stand/pillar structure has a recess and the other
has a projection so as to guide an insertional direction and
removal by a cooperation of the removable fitting part and
the insert space of the stand/pillar structure.

5. (Amended) The thin design display apparatus according
to any one of Claims 1 to 4, wherein a cushioning member that
prevents the removable fitting part from swaying when the
display unit is supported by the stand/pillar structure is
provided inside the insert space of the stand/pillar
structure.

6. (Amended) A thin design display apparatus comprising:
a thin type display unit having a removable fitting part;
and

a stand/pillar structure having an insert space,
wherein the thin type display unit is supported by the
stand/pillar structure, by inserting the removable fitting
part into the insert space,

wherein the display unit includes a grip handle,

wherein the stand/pillar structure includes an anti
removal device for preventing removal of the removable fitting
part and a removal prevention releasing device for canceling

the removal prevention against the removable fitting part
by the anti removal device, and

wherein the removal prevention releasing device releases
removal prevention of the removable fitting part by a force
5 acting in the same direction as the removable fitting part
is inserted into the stand/pillar structure.

7. A display unit detaching method, wherein a thin type
display unit having a grip handle and a removable fitting
10 part is supported by a stand/pillar structure, by inserting
the removable fitting part into an insert space of the
stand/pillar structure, and removal of the removable fitting
part is prevented by an anti removal device, comprising the
steps of:

15 pulling up the grip handle so as to cause a force to
act in the direction in which the removable fitting part is
separated from the stand/pillar structure, and acting a force
on the anti removal device, at the same time, in the same
direction as the removable fitting part is inserted into the
20 stand/pillar structure, so as to detach the removable fitting
part of the display unit from the stand/pillar structure.

8. A thin design display apparatus comprising:

a thin type display unit having a stand-cum-joint; and

25 a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the stand-cum-joint into the insert space,

5 wherein the display apparatus can be used in a first usage mode in which the display unit is supported by the stand/pillar structure, and

10 wherein the display apparatus can be used in a second usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and used as a stand for supporting the display unit.

15 9. The thin design display apparatus according to Claim 8, wherein a backside of the display unit and one end of the stand-cum-joint are connected by a rotational part that makes them rotatable.

20 10. The thin design display apparatus according to Claim 8 or 9, wherein the display unit has a grip handle that can be gripped.

11. The thin design display apparatus according to Claim 9 or 10, wherein a rotational axis of the rotational part extends parallel to a width direction of the display unit, and

25 the stand-cum-joint is rotatable about the rotational

axis from a position where a distal end is located on a bottom side of the display unit to a position where the distal end is located on a top side.

5 12. The thin design display apparatus according to any one of Claims 8 to 11, wherein the display unit incorporates a battery in a lower side.

10 13. (Amended) The thin design display apparatus according to any one of Claims 9 to 13, further comprising an elevation angle restraining portion which makes difference in permissible range of an angle of elevation of the display unit relative to the stand-cum-joint, between that in the first usage mode and that in the second usage mode.

15 14. (Amended) The thin design display apparatus according to any one of Claims 9 to 13, further comprising an indicating means for informing a user of a fact that a pivot angle between the display unit and the stand-cum-joint is set at a recommended
20 angle of elevation.

15 15. The thin design display apparatus according to any one of Claims 9 to 14, wherein the stand-cum-joint projects down below a bottom side of the display unit when a distal end
25 of the stand-cum-joint is set at a downmost position on the

bottom side of the display unit.

16. (Amended) The thin design display apparatus according
to any one of Claims 9 to 15, wherein a cross section of a
5 distal end of the stand-cum-joint is an elongate shape which
is longer in a direction of a rotational axis of the rotational
part than in a direction perpendicular to the rotational axis.

17. (Amended) The thin design display apparatus according
10 to any one of Claims 8 to 15, wherein a cross section of the
stand-cum-joint and the insert space of the stand-cum-joint
are circular.

18. (Amended) The thin design display apparatus according
15 to any one of Claims 8 to 17, wherein an anti removal device
for preventing removal of the stand-cum-joint and a removal
prevention releasing device for canceling the removal
prevention against the stand-cum-joint by the anti removal
device are included.

19. (Amended) The thin design display apparatus according
20 to Claims 8 to 18, wherein one of the stand-cum-joint and
the insert space of the stand/pillar structure has a recess
and the other has a projection so as to guide an insertional
25 direction and removal by a cooperation of the stand-cum-joint

and the insert space of the stand/pillar structure.

20. (Amended) The thin design display apparatus according
to any one of Claims 8 to 19, wherein a cushioning member
5 that prevents the stand-cum-joint from swaying in the first
usage mode is provided inside the insert space of the
stand/pillar structure.

21. (Amended) The thin design display apparatus according
10 to any one of Claims 8 to 20, wherein the distal end of the
stand-cum-joint is formed with an elastic member.

22. (Amended) The thin design display apparatus according
to any one of Claims 8 to 21, wherein the grip handle has
15 a fixture portion to be fixed to the display unit and a remote
controller holder for holding a remote controller for remote
controlling the display unit in the fixture portion.

23. (Amended) The thin design display apparatus according
20 to any one of Claims 8 to 22, wherein the grip handle and
the stand-cum-joint are formed in an integral manner as a
joined structure that can be connected to the display unit.

24. The thin design display apparatus according to any one
25 of Claims 1 to 6 and Claims 8 to 23, wherein the stand/pillar

structure includes a stand base portion formed so as to be placed in contact with a flat plane and a pillar portion provided upright on the stand base portion, having the insert space; and the pillar portion is able to be rotatable relative to the stand base about an axis that is perpendicular to the flat plane.

25. (Amended) A thin design display apparatus comprising:

an engaging portion capable of being engaged with a projection projected from a wall surface; and

an angle adjuster of which one end is connected to a backside of a display unit by means of a rotational part and the other end is able to rotate on the rotational part as a fulcrum.

26. (Amended) A thin design display apparatus comprising:

a thin type display unit having an engaging portion capable of being engaged with a projection projected from a wall surface; and

an angle adjuster of which one end is connected to a backside of the display unit by means of a rotational part and the other end is able to rotate on the rotational part as a fulcrum,

wherein the engaging portion extending toward a distal end from a fixed end, fixed to the display unit has an

inclination in a depth direction of the display unit, and
wherein a depth of the inclination is equal to or greater
than a depth dimension of the rotational part.

5 27. (Amended) A thin design display apparatus according to
Claim 25 or 26, wherein the engaging portion has an annular
configuration.

10 28. (Amended) A thin design display apparatus comprising:
a thin type display unit having a grip handle; and
a stand-cum-angle adjuster whose one end is connected
to the display unit by means of a rotatable rotational part,
wherein the display apparatus can be used in a first
usage mode in which the stand-cum-angle adjuster is used as
15 a stand for supporting the display unit, and
wherein the display apparatus can be used in a second
usage mode in which the grip handle is engaged with a projection
projected from a wall surface.

20 29. (Amended) The thin design display apparatus according
to Claim 25 or 28, wherein the stand-cum-angle adjuster
projects down below a bottom side of the display unit when
a distal end of the stand-cum-angle adjuster is set at a downmost
position on the bottom side of the display unit.

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30. (Amended) The thin design display apparatus according to Claim 28 or 29, wherein a cross section of the other end of the stand-cum-joint is an elongate shape which is longer in a direction of a rotational axis of the rotational part than in a direction perpendicular to the rotational axis.

31. A thin design display apparatus comprising:

a thin type display unit having a grip handle; and

a stand-cum-joint whose one end is connected to a backside of the display unit by means of a rotatable rotational part, wherein the display unit is supported by a stand/pillar structure, by inserting the stand-cum-joint into an insert space of the stand/pillar structure,

wherein the display apparatus can be used in a first usage mode in which the display unit is supported by the stand/pillar structure,

wherein the display apparatus can be used in a second usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and used as a stand for supporting the display unit, and

wherein the display apparatus can be used in a third usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and the grip handle is engaged with a projection projected from a wall surface.

32. A thin design display apparatus comprising:

a thin type display unit;

a stand structure whose one end is connected to a backside
5 of the display unit by means of a rotatable rotational part;
and

an indicating means for informing a user that an angle
between the stand structure and the display unit has been
set at a recommended elevation angle as a result of rotation
10 of the stand structure.

33. (Amended) The thin design display apparatus according
to any one of Claims 1 to 6, 8 to 21 and 25 to 32, wherein
the display unit has a remote controller holder for holding
15 a remote controller for remote controlling display of the
display unit.

34. The thin design display apparatus according to any one
of Claims 1 to 6 and 8 to 33, further comprising a pair of
20 semicircular speaker portions on the left and right of the
display unit.

35. (Amended) A thin design display apparatus comprising:

a thin type display unit having a grip handle;

25 a power supply unit capable of supplying electric power

to the display unit; and

a remote controller holder for holding a remote controller for remote controlling display of the display unit.

5 36. (Amended) The thin design display apparatus according to Claim 35, wherein the remote controller has a configuration that tapers from one end to the other while the remote controller holder has a inclined configuration that tapers from a top to a bottom of the display unit.

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37. A thin design display apparatus comprising:

a thin type display unit having a removable fitting part;
and

a stand/pillar structure having an insert space,

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wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,

wherein the removable fitting part of the display unit can be pulled out from the stand/pillar structure,

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wherein the display unit incorporates a chargeable battery,

wherein the stand/pillar structure has a power supply unit, and

25 wherein the chargeable battery incorporated in the display unit is charged through the power supply unit when

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the display unit is supported by the stand/pillar structure.